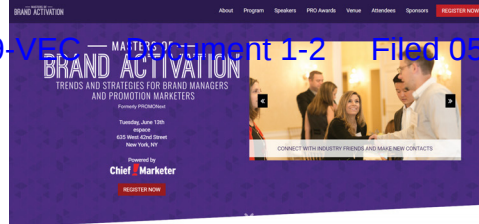


EXHIBIT B



OVERVIEW	WHO ATTENDS	AN ACTION-PACKED DAY
		<p>The high-revelatory day kicks off with fast-paced educational sessions covering the hottest trends in brand activations. You'll get insights on the latest marketing strategies and your studies across promotion, social, mobile, influence, experiential and content marketing.</p> <p>Your ticket also provides access to the The PRO Awards Luncheon Gala. For more than 25 years, The PRO Awards has been the gold standard for excellence in brand activations. Recognizing best-in-class marketing campaigns—from experiential and multichannel to entertainment and local—the PRO Awards Gala is your chance to learn from the best of the best campaigns from the past year.</p>

PROGRAM

Get strategic insights and ideas from some of the world's leading brands. Go inside the hottest topics and biggest trends with some of today's strongest brand managers.

[CLICK HERE TO VIEW THE FULL PROGRAM](#)

8:45-9:15 AM THE ART OF AUTHENTICITY: HOW MOUNTAIN DEW CONNECTS WITH OVERSEAS AUDIENCES	9:25-9:45 AM PERRO RICARDO'S BEST PRACTICES FOR ACTIVATING AT MUSIC FESTIVALS	10:15-10:35 AM M&M'S GUIDE TO BUILDING BRAND LOYALTY THROUGH IMMERSIVE EXPERIENCES
10:45-11:05 AM WHAT GEN Z WANTS AND HOW TO GIVE IT TO THEM: BRANSON'S LESSONS FROM VERA BRADLEY	11:10-11:30 AM EXPERIENCES AS CONTENT: HOW MARSHALL'S BEE SHAPCHAT TO WIN NEXT-GEN GUESTS	1:00-3:45 PM THE BEST CAMPAIGNS OF THE YEAR: BRUCE, THE 2017 PRO AWARDS WINNER

SPEAKERS

 MEGAN BORDO Senior Brand Manager 	 CHAUNCEY HAMLETT Head of Strategy & Innovation 	 AMANDA MOORE Senior Director of Social and Digital Marketing, Loyalty
 LEE NADLER Marketing Communications & Launch 	 ASHLEY SCHACHNER Director, Experiential Marketing 	 STEPHANIE SCHEELLE VP Marketing

JOIN US FOR THE 2017 PRO AWARDS

Tuesday, June 13 | 12:30-5:00 PM | In-person

For more than 25 years, The PRO Awards has been the gold standard for best-in-class brand activations. Recognizing outstanding marketing campaigns—from experiential and multichannel to entertainment and local—the PRO Awards Gala is your chance to learn from the best of the best campaigns from the past year. 2017 Nominations are announced end May.

[PURCHASE GALA TICKETS](#) [VIEW OFF FAVORITES](#)

VENUE

41004
635 West 42nd Street
New York, NY 10018

[CLICK HERE FOR DIRECTIONS](#)

WHO ATTENDS

Masters of Brand Activation and the PRO Awards are attended by senior brand marketers and pros from leading agencies.

Below are sample titles who attend—if you're on that list, these are a must-attend for you and your team.

PROMOTION MANAGER	MARKETING VP	MARKETING DIRECTOR	CREATIVE DIRECTOR	BRAND MANAGER
PROMOTION DIRECTOR	BRAND MANAGER	PR MANAGER	SOCIAL MEDIA MANAGER	EVENT MANAGER
CONTENT STRATEGIST, VICE PRESIDENT	CREATIVE MANAGER	EDITORIAL MANAGER	EXPERIENTIAL MANAGER	
ACCOUNT EXECUTIVE MANAGER	ACTUAL MANAGER	MEDIA STRATEGIST	ACCOUNT DIRECTOR	OBJECT MANAGER

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CONTACT

(Should you have an inquiry regarding Masters of Brand Activation and the PRO Awards Gala, please contact)

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nicole@chiefmarketer.com
503.890.8671

MESSAGE*

NAME*

EMAIL*

SUBJECT*

☐ Do not include

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